

My Internship Experience

At Grey Shack Ltd.

Sabrina Mahzabin Siddique

11203005

Department of English and Humanities

August, 2016



BRAC University, Dhaka, Bangladesh

My Internship Experience

At Grey Shack Ltd.

A Report Submitted to
The Department of English and Humanities

Of
BRAC University

By
Sabrina Mahzabin Siddique
Student ID-11203005

In Partial Fulfillment for the Requirement
For the Degree of
Bachelor of Arts in English
August 2016

Acknowledgement

I have always considered myself lucky to be a part of Department of English and Humanities, BRAC University. This department has given me a new way to live, a new family, some amazing teachers who have always been very patient and enthusiastic towards all of us. After completing the courses in the area of my concentration which is Media and Cultural Studies. I got the opportunity to do my internship at the Grey Shack which is a consultancy and communication agency. I am very thankful to all the members of Grey Shack who welcomed me with a warm heart and helped me complete my internship without any difficulty. I would like to thank Mr. Wasif Gaws, the Managing Director of Grey Shack and my supervisor, Md. Nazmul Hossain. Without his help, I could never have completed my internship. He helped me throughout the entire period of my entire internship and also helped me with all the information I needed for my final report.

I want to thank Professor. Firdous Azim, the Chairperson of the Department of English and Humanities, who had recommended me for the internship. I would also like to thank my supervisor Ms. Roohi Huda for her constant support and inspiration, and for being so tolerant and guiding me throughout my internship and report writing period. I would like to thank Ms. Rukhsana Chowdhury for helping me throughout my entire journey at BRAC University. Besides that, I would like to thank my parents for their unconditional blessings and love. I want to thank my friends Emon, Niloy, Raonaq, Mobin, Meshkat, Reza and Nazif for being the constant support in my life. Last but not the least, I want to thank my husband and my best friend, Shoeb Rahman for always being there for me, never giving up on me, and for trusting me when I doubted myself.

Sabrina Mahzabin Siddique

Table of Content

Chapter-1

Introduction.....	1
-------------------	---

Chapter-2

About Grey Shack.....	2
-----------------------	---

Chapter-3

The Process.....	9
------------------	---

Chapter-4

Editing.....	15
--------------	----

Chapter-5.

Conclusion.....	18
-----------------	----

Work cited.....	20
-----------------	----

Appendix 1.....	21
-----------------	----

Appendix 2.....	22
-----------------	----

Appendix 3.....	23
-----------------	----

Appendix 4.....	25
-----------------	----

Introduction:

I have always been interested in works related to media. Editing, copywriting, and documentaries have always fascinated me. The interest and love for media motivated me to choose Media and Culture Studies as my area of concentration. I used to wonder how posters, flyers, leaflets were made. Then I got to know about the film media. The process of making a documentary increased my interest in media even more. I have spent months watching different documentaries because these are the films which tell stories from a whole new angle. After starting my internship at Grey Shack for my internship, my dream came true. I became familiar with the magic of media. I edited documentaries as well as wrote for posters, websites, brochures etc. and went to different places to work with the most brilliant team I have come to know. I consider myself lucky for getting the chance to work with them. Before joining Grey Shack as an intern, I have worked on several articles and got the opportunity to edit different documents. Editing has always helped me improve my observation skills. I developed my editing skills while working on these articles, flyers and leaflets. I interned at Grey Shack as an assistant copywriter. While interning there I realized how important a copywriter's job is. I interned there for almost four months and I can proudly say that I have learnt a lot there. I had the privilege of working with one of the renowned film directors Wasif Gaws. Though I was the junior most employee there, I never felt left out or isolated. Every single person working there was very helpful. The environment was always cheerful. Interning there increased my interest in film media even more. I enjoyed interning as a copywriter there. Moreover, I did a lot of editing and translating during my internship period at Grey Shack.

History of Grey Shack

Grey Shack was established on January 2015. Grey Shack is a communications and consultancy company which provides support to development organizations, multi-nationals, large corporations, SMEs, NGOs, institutions and individuals on all aspects of communication solutions, ICT solutions and strategic business consultancy.

The social development scene in Bangladesh is characterized by a strong presence of non-governmental organizations (NGOs) and a lot of donor funded projects are undertaken each year. But the lack of communications strategy in the development sector often results in inappropriate solutions that the people refuse to adopt because they are not perceived as relevant to their felt needs. This stems from the lack of effective methodologies to involve the people in the identification and development of appropriate communication channels, which address project specific conditions, needs and problems, and take advantage of local resources and opportunities.

To address these issues, Grey Shack offers communications solutions for the development sector to ensure that people actively participate in the identification of problems and needs which form the basis for project planning. It also helps to identify and solve communication problems as well as improve dialogue among all stakeholders to ensure that objectives of the project are achieved.

By creating an end to end communication strategy and carefully planned implementation, Grey Shack help empower all stakeholders understand the project goals and contribute actively to the decision-making processes of development as a whole.

Even though Grey Shack has recently started its journey as a company, its experience in working with the development sector in Bangladesh has helped it to create strong partnerships with the likes of Via Lisa foundation and Coders Trust.

Services of Grey Shack:

Grey Shack provides various services to its clients there are usually connected to communication, publishing and film making. They have been publishing different kinds of posters, leaflets, brochures, reports, advertising matter, company magazines etc.

These are the services Grey Shack offers to its clients.

1. Communication Strategy
2. Implementation Planning
3. Documentary Making
4. Desktop publishing
5. Printing
6. ICT services
7. Cloud based solutions (Portal, M&E, and Reporting etc.)
8. Social Media Optimization

However, film making is their main concern. Grey Shack has been making documentary films for international NGOs, such as FAO, BRAC, and UNDP etc.

Any contribution is appreciated!

ING Bank: B/N: NL95N080009552223
SWIFT: BIC code: INGBNL23
Chamber of Commerce in Venlo: 12050507
R.B.N. / ANB: 8120.95.201

Vialisa Foundation

Colophon:
Text: Vialisa Foundation
Koningstraat 1, 3011 TN Rotterdam
The Netherlands
vialisa@vialisa.com
www.vialisa.com

Vialisa Foundation
No generation has to go to waste



Vialisa's programmes are supporting
3 of the UN Millennium Development Goals

- To banish poverty and hunger
- To achieve universal primary education
- To promote gender equality and empower women

You can follow us at:





(Benevoledig) Vocational Training, ECV Korail*



Basic Education, ECV Korail*

Method

Vialisa acts largely as a social employment agency. At Vialisa, youth receive practical training and coaching, so that they can move on to regular (vocational) education, a steady job or self-employment. However, Vialisa's project is not only about the realisation of jobs for youth. To a significant extent, it is also about supporting them through mentoring, in order to prepare them to enter the labour market. Through our training, contacts and mediation, low-educated or unskilled youth get a chance to develop in a sustainable way. Thus, we create better prospects.

Vialisa Foundation

Vialisa Foundation has been active for over 10 years, working in often difficult circumstances in one of the poorest countries of the world, Bangladesh. Every year around 100 youth (aged 15 or over) from the slums of Dhaka, the capital of Bangladesh, are given the chance to improve their own life, as well as those of their family members.


Unique

Vialisa's programmes are an important addition to the work already implemented by other organisations in Dhaka.

- Giving youth between 15 and 22 years opportunities, when other organisations consider them too old and hopeless.
- Making education as practical as possible, so that youth have a direct connection to the labour market.
- Creating internship opportunities.
- Investing in job search assistance and youth coaching even after an intervention, in order to ensure that they get sufficient opportunities to prove themselves in the new workplace.
- In some cases, providing them with the chance to move on to a (regular) vocational training.
- Providing easily accessible support, wherein the supporters (parents, guardians) are closely involved.
- To prevent irregular attendance or early dropout we opened a special Day Care Centre to provide education and support for the younger brothers or sisters of our students.

ECV Korail*

*Our youth are receiving practical education and guidance in our training centre, called ECV Korail. This way they will be able to move on to formal (vocational) education, a permanent job, or self-employment.




Vocational Training, ECV Korail*

Rupa!

Former student vocational training

"I learned from there how to sell products and how to talk to customers. My English is not good but now I have experience as a salesman. Thank you for giving me this experience."



Crèche(Day Care) ?

Tools and Methodologies:

Each and every project requires individual treatment depending on the need. Methodologies may differ from one project to another and also the tools required for the tasks vary depending on the tasks. The effective dissemination of the message GS is always adaptive to the situation at hand. Close collaboration with the clients and constant communication throughout the process is the key to achieving the desired outcome. The methodologies and the approach for each project will be determined after consultation with the concerned parties and the client.

Through the consultation meetings and field-testing a draft work plan will be developed for the project, also the required resources and the cost will be determined. Grey Shack maintains the highest possible quality of production with High definition (HD) output including 4:2:2 color sampling and stereo quality sounds. The produced films are perfect for the theatrical screenings and also optimized for web streaming to a national and international audience.

To ensure the standard of its work, Grey Shack uses state of the art technology. Including industry standard editing software and suits, color correction modules, sound engineering studios and high-end production equipment with technical knowhow as the tools for the production

Grey Shack makes documentary films for different international NGO companies. The film making team is one of the best crews I have ever met. When a quote is sent to the client for the documentary film, the list of their equipment are sent to the client. An excellent list of equipment is very important when it comes to film making. The list of the equipment are given below.

Cameras:

2 units 5D Mark3 cameras with 6 units 32 GB CFs,

2 fluid head tripods.

Camera accessories:

1 monopod, 1 camera rig (stabilizer),

4 in 1 foldable reflectors (2 unit),

Led light set

Lenses:

Telephoto 70-200mm L series (Aperture 2.8),

100mm Macro (Aperture 1.8),

Wide angle 16-35mm L series (Aperture 2.8),

50mm (aperture 1.4),

24-105 L series (Aperture 2.8),

Slider:

1 three feet slider with fluid head

Jib arm:

1 Foldable ten feet jib with 7 kg capacity

Audio equipment:

Audio recorder: Zoom H4n,

Lapel microphone: Sennheiser EW 112-p G3,

Boom microphone: Rode Ntg4 with boom pole,

Editing equipment:

Apple Mac Pro including final cut pro with Aja Kona card

Color correction suit:

Mac pro with black magic, Da Vinci Resolve

Smoke

Community Policing

What is Community Policing?

Community policing involves the police & the community working closely together in new ways to improve responses to crime and addressing anti-social behaviour

Benefits of Community Policing

The community and police interact to identify existing crime problems

Police and the community work in a partnership to address local crime problems

Community Policing Forum [CPF]

Bangladesh police has developed community policing forums (CPF) to increase community involvement in addressing local problems

A Community policing cell and a Community policing Officer (CPO) have been established in every thana

CPF members & the CPO meet regularly to identify local crime problems & pinpoint the way to respond to these problems

The CPF members provide orientation to local people on community policing and undertake various social awareness & mobilization programmes

GREY BLACK
Specialist in Design

Project for Community Policing Forum (CPF)

The Process

GS team with their extensive experience in development communication realizes that the understanding of the context and the content is the key to conveying the desired message, thus obtaining the goal of effective communication towards the target audience and at the same time keeping the message clear for the larger audience.

The main ideas for the content is generated by Grey Shack through research & Focus Group Discussion (FGD) as well as workshops with the key project personnel.

Grey Shack always believes in excellence through innovation. One of the major strengths of Grey Shack is the ability to think outside the box. It has created a unique method for itself away from the traditional concept of documentary filmmaking. It tend to tell the story from a human perspective. It puts its ears to the ground and tries to understand the project and its effect on the people and the community. This enables us to showcase the outcome in a more personal way, which is easier to understand by a wider audience.

Research:

The first step to making documentary films is the research. After getting the approval from the clients, the team starts researching both the subject of the film and the clients. Unless the team gets an idea of both the subject and the client, the film might not be up to the mark in terms of their taste and requirements. It takes almost two weeks to finalize the research and the final plan for the film. Research is the most complicated, and one of the hardest processes of the documentary

filming. It requires a lot of hard work. As an assistant copywriter, I had to have crystal clear ideas about the sources regarding the issue. These include the quality of the film, choices of the location of shooting, lists of characters, scripts etc. Sally Adam in his book 'Writing for Journalists' gave the advice for doing proper research. He said, "Capsule advice is: Start early, think laterally, go to a reliable source and note sources. Stick with research. Make that extra phone call. Dig for that extra hour" (50).

Writing Proposal:

Writing the proposal for the client is considered to be the first contact from the agency. This is the first impression of the firm for the client, so it is a very important step in the entire process. A proposal consists of a couple of parts all together. The first part is the company profile, which includes a detailed presentation about the agency. Then comes the suggestions about how the client should chose the process of airing the film.

Story board writing:

Before filming, a story board is created for the storyline of the film. A story board is a board where the entire story of the film is drawn in doodles for the story making process. The story board makes the work easier for the team to work on the basic foundation of the film. The story board gets edited several times until the team comes up with the final plan of the story of the film. That is the second phase of the process. It includes all the details about the documentary film, such as the details about the angles of the shot, the place where the film will be shot, the cameras which

will be used during the shooting, which lenses to use, where the participants will be standing sitting etc. A picture of a story board is attached below.

A demo story board for a documentary film

Viral Video Storyboard (modified due to location changes)

<p>Shot 1 Note: Zoom out as cyclists come down the hill.</p>	<p>Shot 2 Note: As the cyclist walk their bikes around us filming.</p>	<p>Shot 3 Note: Close up of the Flag carrier following the car.</p>	<p>Shot 4 Note: Mid shot of groups of cycles in silhouette. (vary shots)</p>
<p>Shot 5 Note: Close ups & mid shots of cyclists try and zoom in on faces - linger & then move on. (Vary shots)</p>	<p>Shot 6 Note: Cycle around roundabout x2 then follow flag carrier as he dismounts and runs towards steps (wide shot)</p>	<p>Shot 7 Note: Flag carrier runs up the steps. (mid shot)</p>	<p>Shot 8 Note: Flag carrier waves the Flag at the top of the steps - race over. (Close up)</p>

Creating the baseline of the film:

After understanding the context of the film, Grey Shack team identifies the people who are able to properly articulate their experience as the protagonists of the films. This enables the portrayal of the actual results in a very lucid and seamless fashion, rather than the traditional approach of creating a voice over script with a narrator's voice telling the story with less or no quotes from the protagonists. The structure of the film consists of a couple of steps.

- Cast
- Script
- Location
- Shooting timeline

With years of experience in the field of development communication, Grey Shack have created a unique approach of interviewing the characters who participate in the filmmaking, Grey Shack makes regardless of who they are in order to capture the genuineness of their emotion on film. And at the same time Grey Shack makes them feel at ease while telling their stories in front of the camera for the audiences.

Script writing:

The third step is the scriptwriting. A good script makes the best films. Grey Shack has some amazing script writers who are very creative and know what they do. The script writers prepare the documentary script before the filming session because the script is one of the most

important parts of the film. The entire story of the documentary depends on the script as the story of the film follows the script. That's why a good script is very necessary in any documentary film.

Producing films is a collaborative process. To obtain the desired outcome, Grey Shack and its clients work together very closely. Grey Shack brings in the expertise in making documentaries and writing scripts. The clients bring in their wishes for the film, its possible characters and point out locations from where Grey Shack selects the suitable ones for the documentary. Research, location visit and filming are done in close collaboration with the client or their representatives.

Fieldwork:

A major part of the visual storytelling involves the ability to capture effective and appropriate images from the field, and also ensuring aesthetics of the visuals to maintain the quality of the film for a wider range of viewers including the international audience. To achieve this, the Grey Shack team spends a lot of time on fieldwork ensuring that the footage captured is of quality. At times the team spends a significant amount of time with the community to ensure they are comfortable with cameras around. Yet they remain very low profile, so that the community or the people are at ease while the filming is done. They capture images and footages meeting all the ethical standards and ensure proper privacy of the subjects. The fourth step is the filming. Last year the team went to Thanchi, Sylhet for a documentary film. The entire village is situated on the hills where people live under the poverty line. Their lives are miserable. Moreover, they spend their days at high risk of natural calamities. FAO is an international non-profit organization which has been working with them to fight poverty for their better future. The Grey Shack team went there to make the story of their women coming out of poverty.

The team spent two weeks in that area in order to create the exact portraits of their lives. Blending in with the villagers was the second hardest part for the team. The hardest part was to survive in an area where scarcity of food, water, sanitation was a normal matter. The filming took five days to finish. Several interviews were taken of several women of that village. Back in Dhaka, team Grey Shack went back to the office of FAO to take some more interviews of several people involved with the project. Interviews are taken with a couple of shots until the Grey Shack team leader is satisfied with the interviews.

Grey Shack adds graphical overlays to disseminate key facts of the film with little or no voice-over, there are organic intercuts of the interviews with appropriate music to set the mood of the audience and the tone of the film. Grey Shack incorporates all the ingredients of the film ensuring the logical reasoning and not superimposing them. This approach makes the production very fluid. It also becomes easy for the audience to understand the key messages.

Editing:

- **Video rendering:**

After the shooting phase, editing begins which contains several steps which is a very important part of the film. Video rendering is the process where all the clips of the shooting are merged together to create the entire film. It requires color correction and graphic design.

- **Color correction:**

Color correction is the phase where the editing part begins. The color of the video often needs a retouch after shooting. However the quality of the video depends on the lenses of the cameras. Better lenses enable the team to capture better quality pictures for the film.

- **Graphic design:**

Now a days, graphic design is a mandatory part of any video/film. Visual effect is a mandatory requirement for any kind of video these days. In a documentary film, the touch of graphics design is a compulsory step. It creates the necessary visual effects in order to make the film better to watch.

- **Audio rendering:**

After the video rendering, audio rendering takes place. It includes background music, background demo voice, and video footage dubbing. Audio rendering is basically the editing of the sound of the film. At first, the sounds of the video clips are separated to check the stability because while shooting, a lot of background noise almost ruins all the work. In order to minimize the damage, audio rendering is done so that the least background noise is present.

- **Video footage dubbing:**

While the video footage is being dubbed the participants of the documentary film deliver their voices according to their script in the film. First they see their shot and then they speak as they deliver their speech in the film. Then they start dubbing their same script for the video dubbing process.

- **Background Music:**

Background music plays a very important role in the film. The background music sets the mood of the film, and it creates the effect on the viewer accordingly. Adding the music in the film is not hard, but choosing the appropriate music is very important.

- **Background voice:**

In the film, there are some participants who speak in their native tongue. This is not understandable for general people. So, during those times, demo voices are used in their script in the background. For, a participant is speaking her mother tongue, Chakma language, which in general, not a lot of people know. At that time, demo voices take over their speech. Their scripts are translated through the translator and a demo voice speaks in the background.

- **Master rendering:**

Master rendering is also known as mixing. Mixing is the process where the sound and the video are merged together to create the entire film. It is the second last process of making the film. The editors have to be extra careful while they work on the merging because everything needs to be in the exact place.

Confirmation:

After the master rendering, the final confirmation from the clients is the final step of the entire journey. After the clients are satisfied with the film, it is sent to the head office of the clients where it is processed for airing. Basically the client decides if the film is ready for broadcasting or needs more editing. This post-production segment even contains re-shooting of the film if necessary.

Conclusion:

Bill Nicholes in his book *Introduction to Documentary* mentioned that “Filmmakers are often drawn to documentary modes of representation when they want to engage us in questions or issues that pertain directly to the historical world we all share. Some will stress the originality or distinctiveness of their own way of seeing the world: we will see the world we share as filtered through a particular perception of it. Some will stress the authenticity or fidelity of their representation of the world: we will see the world we share with a clarity or transparency that downplays the style or perceptions of the filmmaker. In either case, those who adopt the documentary as their vehicle of expression turn our attention to the world we already occupy. They do so with the same resourcefulness and inventiveness that fiction filmmakers use to draw our attention to worlds we would have otherwise never known. Documentary film and video, therefore, displays the same complexity and challenge, the same fascination and excitement as any of the genres of fiction film. Through the course of this book we will explore how the issues involved in representing reality have tested the resourcefulness and inventiveness of documentary filmmakers” (Nichols,15). Documentary film helps to create a bridge between the people and the facts. Broadcasted documentary films play a very efficient role in reaching out to people from different societies and beliefs.

While interning at Grey Shack I have learnt a lot about editing, copywriting and translating.

Script writing and translating a script of a film are not very easy works to do. I am very thankful that I got the opportunity to learn about the processes of documentary film making throughout my internship period.

It is very important for the film making company to do the proper research on the client in order to understand their preferences. In the worst case scenarios a research filled with errors

can cost the film making company to lose the client. I also learned that script writing and video rendering play two of the most important roles in the entire process of documentary film making. One of the most mesmerizing parts of the Grey Shack team that I got to know about was the part where I saw that the clients were involved in the film making process. In fact they participated in the film as well. I have never seen anything like that before as I heard that clients are usually kept away from the entire process. Both of the teams (client and Grey Shack) working together create a whole new environment during the shooting and the voice dubbing times.

Work cited

Hicks, Wynford, and Sally Adams. *Writing for Journalists*. 2nd ed. London: Routledge, 1999.

Print.

Nichols, Bill. *Introduction to Documentary*. North Morton Street Bloomington: Indiana

University Press, 2011. Print

Appendix 1

GoTransit

Bus Data 4 Dhaka

Traffic is not a simple problem, still it is typically seen as simply and impediment to time individual time management. It takes on a new role and has larger impact in Bangladesh's capital city of Dhaka, the combination of limited number of roads, the steady growth of non-space efficient vehicles like cars, and the world's densest population, traffic congestion grows from a simple impediment to a loss of BDT 98003 CRORE, almost 6% of Bangladesh's annual GDP.

Total losses come from:

To combat congestion and to address the knowledge gap that exists on traffic patterns in Dhaka city, the GoTransit partnership between UNDP, BRTC and GoBD has positioned itself to support the public Transport system in Dhaka to increase reliability by providing real-time traffic analysis to Dhaka's bus commuting population.

GoTransit seeks to be able track BRTC busses using GPS and deliver real-time location information to bus users through the mobile GoTraffic App and have an accurate estimate of how long it will take them to reach their final destination. The GoTransit UNDP Innovation seeks to engage end-users in solving the traffic issue by supporting an easily accessible public transport system. Through using GPSs to generate data on traffic patterns, UNDP & BRTC can provide value to 3 different types of people.

Appendix 2



Traffic is not a simple problem, still it is typically seen as simply an impediment to time individual time management. It takes on a new role and has a larger impact in Bangladesh's capital city of Dhaka, the combination of limited number of roads, the steady growth of non-space efficient vehicles like cars, and the worlds densest population, traffic congestion grows from a simple impediment to a loss of

BDT 98003 CRORE, almost 6% of Bangladesh's annual GDP

The Total losses come from:



Loss of Productivity, due to time and money in traffic. 25 days per year for every person in Dhaka.



Negative Health Impacts of Vehicle Emissions



Accidents occurring in Urban Areas

To combat congestion and to address the knowledge gap that exists on traffic patterns in Dhaka city, the GoTransit partnership between UNDP, BRTC & GoBD has positioned itself to support the Public Transport system in Dhaka to increase reliability by providing real-time traffic analysis to Dhaka's bus commuting population.



GoTransit seeks to be able track BRTC busses using GPS and deliver real-time location information to bus users through the mobile GoTraffic App and have an accurate estimate of how long it will take them to reach their final destination.

The GoTransit UNDP Innovation seeks to engage end-users in solving the traffic issue by supporting an easily accessible public transport system. Through using GPSs to generate data on traffic patterns, UNDP & BRTC can provide value to 3 different types of people

Dhaka Bus Commuters

By providing commuters with real-time estimates, users can better plan to use public transit to plan their schedules accordingly, regardless of the traffic situation.

Urban Planners

By measuring traffic patterns along bus route over a long period of time, GoTransit will be able to comprehend traffic trends in Dhaka, to support urban infrastructure initiatives that will efficiently reduce congestion.

BRTC Officials

By being consistently aware of the location of buses BRTC can monitor where the busses are on each route. Ensuring that busses reflect the needs of Dhaka commuters, and can operate effectively

Download the GoTraffic App to be alerted when the new GoTransit feature arrives, or contact cameron.mitchell@undp.org



gabd.co



Project for GoBD.co

Dhaka Bus Commuters

By providing commuters with real-time estimates, users can better plan to use public transit to plan their schedules accordingly, regardless of traffic situation.

Urban Planners

By measuring traffic patterns along bus route over a long period of time, GoTransit will be able to comprehend traffic trends in Dhaka, to support urban infrastructure initiatives that will efficiently reduce congestion.

BRTC Officials

By being consistently aware of the location of buses BRTC can monitor where the busses are on each route. Ensuring that busses reflect the needs of Dhaka commuters, and can operate effectively.

Download the GoTraffic App to be alerted when the new GoTransit features arrives, or contact comeron.mitchell@undp.org

Appendix 3



ABOUT THE COMPANY

Power Bridge was established in 2014 and is a power solutions provider through innovative models in the energy sector. With its extensive experience of 20 years, it has established a track record of successful projects and is a leading provider of energy solutions.

The company's core competencies and capabilities are centered on power, energy, and infrastructure. With a strong focus on innovation and technology, the company has established a reputation for providing high-quality, cost-effective solutions to its clients.

OVERVIEW

Over 1.2 billion people are without access to electricity world-wide. There are high-impact locations in Asia and Africa where, for about two-thirds of all people without electricity access (Global Energy Access).

As solar energy is abundant in most of the countries in the two continents, harnessing renewable energy from the sun is the correct solution to satisfy the increasing energy demand.

Our solution utilizes renewable energy sources (solar) which, when used to produce sustainable energy for remote areas and can also bridge the gap between the demand and supply of the local grid's capacity.

The revolutionary operating system uses an innovative technology to utilize only assets of the energy sources available and utilize them with maximum efficiency.

The solution consists of inverters, battery packs and a state of the art operating system which controls the energy flow. The system can function for decades with minimal maintenance (at least 20 years of maintenance free life span).

With two 200 containers, the Power Bridge system can provide electricity for small communities and hospitals. The containers are scalable to produce more power if required and also extra containers can be added if the consumption or demand increases.




OUR SOLUTIONS

Power Bridge can be a solution for rural electrification grids and micro-grid (small grid) applications. It can be installed after it comes to know about the location of the grid and the existing infrastructure. Our products are the perfect choice for both on-grid and off-grid applications and utilize the most available energy sources. It provides a sustainable solution for grid and grid-connected systems.

Cost-effective and efficient energy solutions have been implemented in the following areas:

-  **Micro-grids:** Small-scale energy storage systems combined with renewable energy sources, providing reliable and efficient power to remote areas.
-  **Industrial and commercial:** Utilizing solar energy for industrial and commercial applications, reducing energy costs and increasing sustainability.
-  **Grid-connected:** Integrating renewable energy systems into existing grids, providing clean and sustainable power.
-  **Grid-independent:** Providing reliable power to remote areas and off-grid locations, ensuring energy security and sustainability.



Power Bridge's revolutionary operating system uses an innovative technology to utilize only assets of the energy sources available and utilize them with maximum efficiency. The system can function for decades with minimal maintenance (at least 20 years of maintenance free life span).

With two 200 containers, the Power Bridge system can provide electricity for small communities and hospitals. The containers are scalable to produce more power if required and also extra containers can be added if the consumption or demand increases.



Power Bridge's revolutionary operating system uses an innovative technology to utilize only assets of the energy sources available and utilize them with maximum efficiency. The system can function for decades with minimal maintenance (at least 20 years of maintenance free life span).

With two 200 containers, the Power Bridge system can provide electricity for small communities and hospitals. The containers are scalable to produce more power if required and also extra containers can be added if the consumption or demand increases.

Project for Power Bridge

Appendix 4

FAO WFD 2015 film Transcript:

Mike

The theme of this year world food day is social protection and agriculture. Social protection is about helping the poor, the time of the most need. Need may be because of the weather because of flooding, because of sickness, lack of employment and social protection is way to trying and moving through those difficult times.

Rima:

At the time of high tide water comes up to my door step
And during low tide water goes down up the pond level
I suffered a lot due to this water logging.

Voiceover 1: (Contextualizing: the location and the vulnerability of the people living there)

South West Bangladesh is prone to incidents of water logging. This is caused by silting up of the river beds, by poorly designed roads and bridges and construction which blocks the flow of water...life is very difficult for the people living here.

Mike

Water logging episode of the end of 2013, created a huge disruption in this part of Bangladesh near southwest Bangladesh nearby Shatkhira and many people would were displaced from their homes.

Kanchon:

Everything goes under water during monsoon we remain jobless during that time

Parul Apa :

This vulnerable condition they suffer from is saddening
There should be a way out.

Mike:

And so a scheme was developed, with funding from the European Union from ECCO and from DFID. It was implemented by WFP, The World Food Program, and the local NGO on the ground was Sushilon and this particular scheme involved about 500 people and they were involved in excavating channel for which they were paid 80 days of work.

Parul APA:

They tried to utilize the money. Which they have received from WFP and contributed somehow to improve their livelihood.

Kanchon:

I received 16,000 taka for excavating the channel. And 1,000 from the training
With that money I bought cow, goat, ducklings and chicks.

Rima:

This helped me a lot.

I did not have a cow before

Now I bought a cow, a goat and some chicken.

Mike:

Which helps them to plan, they can make small investment. They can in terms of growing vegetable or buying livestock feeding, may be chickens and so on, these are the things to help people get out of poverty, not just today but for the future and so linking of social protection scheme to agriculture is obviously, very important part in rural setting of tackling poverty.

Voiceover2: (FAO intervention: After the cash for work program, benefiteres will be trained, in partnership with the department of the Agriculture extensions and activities to boost their livelihoods, despite the limited space which they have....)

Mike:

The next stage of work will then be with FAO, and FAO will be working to look at the more sustainable livelihood option for people in this particular situation.

Rima:

Here is the pumpkin tree, bottle gourd is over there apart from these there are bitter gourd, beans, ridge gourds that I have cultivated.

Mike:

Clearly they haven't got much space. They can't really grow extensively but, so what you see is homestead production small scale production and also there is a need for people to come together and trying pull their efforts and so they can together they can access the market. Because one house hold cannot easily sell into a market.

Parul Apa:

If these people produce in a group

And take their yield to the market together

Then they can make more profit

With around three thousand beneficiaries we have formed different groups

And will provide them skills development trainings.

With hope that their income will improve.

Mike:

Those are the kind of thing will be happening along this project over the next year and half following on this initial social protection work.

Parul Apa:

Although they are producing with their traditional ways

But we are trying to introduce modern technology here

To improve their production

With modern technology they will be efficient

And their production will definitely increase.

Kanchon Bibi:

We have limited knowledge

Sometimes we have to take advice from others.

Rima: Like how to take care of a homestead garden

Which seeds will go where and how they will be sown

With training we could really improve a lot.

Parul Apa:

Training stays for generation after generation

When the parents accepts a new technology

It goes on with the next generation also

Then there will be no more training needed.

Mike:

So we need to find ways to bring people together and collectively work on the kind of homestead production we see around, but also things like crafts and arts this kind a things can also be sold as result of their labor.

Parul Apa

When they see, the production has increased

Or the livestock and poultry is no more sick

Then they become happy

And they adopt the technology

When we achieve this stage, we feel very happy.

Voiceover 3 (optional): With the extra money they make, they can now improve their livelihood and have a better life, they can provide more food for themselves...or afford to send children to school. Or pay for medical treatment.

Rima:

My daughter is ten now, she is growing

We have to have savings

By selling this cow, if we can save some money,

And buy another cow

By selling these cows, with that money,

We could create saving for my daughter

For her marriage we have to have savings

These days you have to spend a lot of give cash for a marriage

And then maybe we will buy some land with the savings.

Mike:

People here crying out for work, they want work but here the opportunities for paid work in a place like this, this is very limited, so really need some in gentility and some and adoption of technologies and new approaches we know working with our colleagues in the department of agriculture extension the department of livestock services, there are things that can be done and the FAO training program going forward now following on from the World Food Program cash

for work exercise, will be tackling those issues over the coming months to try and really improve the livelihood of the people in this kind of situation. So it's a link between agriculture and social protection together.